

Live Healthy Live Well - OSU Extension Signature Program

Purpose

Ohio State University Extension's Live Healthy Live Well Signature Program educates Ohioans on nutrition, physical activity, and wellness issues. Utilizing social media, email wellness challenges, and lunch and learn lessons they strive to increase awareness and encourage adoption of healthy lifestyle behaviors.

Programming targets working adults, public agencies or governments, and businesses with research-based information. By improving workforce health, employers may see reductions in insurance costs, improved morale, and fewer employee sick days.

Impact

Six-week Email Wellness Challenges are offered twice a year at no cost to participants. Challenges focus on improving lifestyles with creative themes such as "Spring Renewal:Balance Your Wellness Wheel" or "Time Out 4 Health".

90% of respondents reported learning new information as a result of participating in an Email Wellness Challenge. In addition, 87.5% reported using the new information they learned.

The 3,647 participants from the Email Wellness Challenges received over 51,000 OSU Extension branded email messages with information to help busy adults improve their health. Over 20 webinars were offered to over 400 OSU employees through the Your Plan for Health wellness program. The Live Healthy Live Well Blog (<http://livehealthyosu.com>) had 94 posts during 2016, which were viewed by almost 26,100 people from over 80 countries. The Live Healthy Live Well Facebook page is followed by over 1,700 people who viewed over 460 posts during 2016.

Post Challenge survey respondents reported increasing the following health habits from pre to post survey (18% or more): Take a break from sitting after 30 minutes by standing or moving; Participating in physical activity for at least 30 minutes – 5 or more days a week; and Choosing unsweetened beverages like water, tea, low-fat milk, or spritzer – at least 5 days a week.



THE OHIO STATE
UNIVERSITY

Ohio State Colleges/Units Involved

College of Education and
Human Ecology
OSU Extension
OSU Your Plan for Health

Community Engagement

Over 39 Ohio State University Extension Live Healthy Live Well professionals are offering this signature program reaching participants in 79 of Ohio's 88 counties. Community partners include: public libraries, local hospitals, school systems, Nestle Corporation, Ohio National Guard, Ohio County Government employees, and other local groups.

How you can get involved:

- Offer Live Healthy Live Well Email Challenges to your employees.
- Promote Live Healthy Live Well Webinars <http://go.osu.edu/LHLWwebinars>.
- Encourage adults to sign up for the Live Healthy Live Well Blog and Facebook Page - <http://go.osu.edu/FBLHLW> or <http://livehealthyosu.com>.

To get involved, contact:

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